

Enforcing Underage Drinking Laws Program
(EUDL)

The Power to Change Community Environments:
Overview of Effective Strategies to Address
Underage Drinking Issues

Who are we?

The Underage Drinking Enforcement Training Center (UDET) at the Pacific Institute for Research and Evaluation (PIRE) is the *national technical assistance and training provider* funded by the Office of Juvenile Justice and Delinquency Prevention (OJJDP) in support of the Enforcing Underage Drinking Laws (EUDL) program.

Presentation Objectives

- Provide a brief overview of environmental prevention.
- Provide an overview of community action steps that can be implemented to effectively address underage drinking.
- Provide an overview of UDET resources.



Why Should Community Members Care about Underage Drinking?

- Accidental falls, burns, and drowning
- Alcohol dependence
- Alcohol poisoning
- Brain damage/memory loss
- Cirrhosis of the liver
- Criminal & civil fines
- Death
- Disturbance of the peace
- Illness
- Impaired driving
- Impact on future employment
- Increase in insurance premiums or loss of insurance
- Jail time
- Litter
- Poly drug use
- Poor school performance
- Potential loss of school scholarships
- Pregnancy
- Sexual assault/Assault
- STDs
- Suspension or loss of driver's license
- Traffic crashes
- Truancy
- Vandalism
- Violent crimes/Other crimes
- Work productivity loss



What can we do to combat underage drinking?





2 Ways To Make Change



1. We can focus on what's going on inside a person (i.e. feelings and individual choices).

2. We can focus on what's going on around a person (i.e. conditions in the environment).





What are Environmental Strategies?

Strategies used to reduce problems associated with the use of alcohol through changes in the **physical, social, legal, and economic environments.**





Environmental Strategies

What's So Great About Them?

1. Effective and Efficient
2. Immediate Results
3. Long lasting effects
4. Inherently Sustainable



Environmental Change: Where to we focus our efforts?

"Youth usually obtain alcohol – either directly or indirectly – from adults. Efforts to reduce underage drinking, therefore, need to focus on adults and must engage the society at large."

Institute of Medicine, National Research Council of the National Academies
(2003)

Limitations on Access

Expressions of Community Norms

Strategies

Prevention of Impaired Driving

Strategies Based in Schools

Cornerstones of Effective Prevention of Alcohol Problems

Environmental strategies integrate three key components into a comprehensive plan to address underage drinking within the community as a multi-pronged approach that occurs on an on-going basis.

Essential Elements of a Comprehensive Plan

PIRE

Key Strategies to Effective Prevention of Alcohol Problems

Strategies of a Comprehensive Plan: It is important to simultaneously apply the 3 cornerstones of environmental management—policy change, enforcement, and awareness building/education—to each prevention strategy to effectively achieve long lasting success.

PIRE

How do we create change?

Alcohol related problems are matters of public policy and public safety, not just individual habits and lifestyles.

- Communication
- Cooperation
- Coordination
- Commitment

What Can We Do?

Policy Change:

1. Establish family rules on underage drinking and limit youth access to alcohol in our homes and social settings.
2. Support alcohol policies and student codes of conduct in schools.




What Can We Do Continued...

Policy Change:


3. Encourage and support development of institutional/internal policies on underage drinking in businesses, agencies, organizations, etc. (i.e. alcohol establishments, boy scouts, girl scouts, community sports teams, church groups, clubs, etc.).
4. Review and support enhancements/creations of laws and ordinances that limit youth access to alcohol and consumption of alcoholic beverages at local, state, and federal levels.

Focus on the 4 Ps of Marketing: Product, Place, Price, & Promotion

Where do we start?

Policy Options to Limit Youth Access to Alcohol: Commercial Availability

- ✓ Require alcohol sellers and servers to be at least 21 years old
- ✓ Prohibit those under 21 from entering alcohol establishments
- ✓ Strictly prohibit sales to minors
- ✓ Controls on hours of sale, drink specials, and promotions
- ✓ Establish appropriate administrative, civil, and criminal penalties for retail violations






Where do we start?

Policy Options to Limit Youth Access to Alcohol: Commercial Availability



LOCATION of Alcohol Outlets


- ✓ Controls on outlet location/density
- ✓ Require use of driver's license scanners by retailers
- ✓ Mandate responsible beverage service programs
- ✓ Controls on alcohol advertising and marketing
- ✓ Increase price through excise taxes
- ✓ Regulate home delivery and internet sales/mail order sales of alcohol



What Else Can We Do?

Policy Options to Limit Youth Access to Alcohol: Social Availability

- ✓ Keg registration laws
- ✓ Alcohol provision laws (i.e. laws against buying alcohol for minors)
- ✓ Social host laws/teen party ordinances
- ✓ Restrict teen parties at hotels/motels
- ✓ Restrict teen alcohol use/possession with transportation services such as limousines and taxis
- ✓ Restrict sales of alcohol at community events
- ✓ Restrict alcohol in public locations such as parks, beaches, parking lots, and recreation facilities





What Else Can We Do?

Policy Options to Limit Youth Access to Alcohol: Social Availability

- ✓ Establish controls on alcohol service at social events.
- ✓ Establish alcohol policies for social events such as company picnics, holiday parties, club dinners, charity events, fund raising events, etc. that include youth under the age of 21.
- ✓ Establish home rules on underage drinking.
- ✓ Establish controls on alcohol availability in homes (i.e. If alcohol is available in your home, remember to store alcohol in locked/secured locations such as a locked cabinet or room, limit and monitor quantity of alcohol available in your home)





What About Youth Themselves?

Policy Options to Limit Youth Access to Alcohol: Deter Youth Alcohol Use/Behavior

- ✓ Institute zero tolerance policies
- ✓ Graduated driver's license laws
- ✓ Use/Lose laws
- ✓ Make the manufacture or purchase of false/fraudulent identification a crime
- ✓ Enhance/improve appropriate penalties/sanctions for youth violators
- ✓ Enhance/improve court policies/practices to ensure that youth alcohol-related cases (adult and youth) are consistently, fairly, and expediently adjudicated





What We Can Do Continued...

Policy Options to Limit Youth Access to Alcohol: Deter Youth Alcohol Use/Behavior

- ✓ School policies regarding alcohol use on school property or at school-sponsored events
- ✓ Student codes of conduct that prohibit alcohol use on and off school property
- ✓ School policies regarding alcohol paraphernalia on school property or at school sponsored events
- ✓ Organizational policies regarding alcohol use by underage youth and use of alcohol paraphernalia (i.e. boy scouts, girl scouts, community sports teams, church groups, etc.)





What Can We Do?

Enforcement Efforts:

1. Communities need to request enforcement of laws pertaining to youth alcohol access and consumption.
2. Community members need to publicly support the enforcement of underage drinking laws.
3. Community leaders need to work in partnership with enforcement agencies and include them throughout the entire prevention process, including policy development.






Where do we start?




Support of Enforcement Efforts:
Community coalitions can offer direct support of enforcement in a variety of ways such as...


- ✓ media advocacy
- ✓ minor decoy recruitment/assistance
- ✓ training resources
- ✓ donations for field operations
- ✓ volunteering to assist field operations as deemed appropriate by law enforcement
- ✓ grant writing
- ✓ clerical support
- ✓ recognition awards
- ✓ report suspected alcohol violations by adults and youth in commercial and social settings
- ✓ prevention collaborations



What Operations focused on underage drinking do Law Enforcement Conduct?

- ✓ Compliance Checks
- ✓ Third-Party Transaction Enforcement
 - Enforcement of Social Host Laws
 - Shoulder Tap Operations
 - Source Investigation Programs
- ✓ Party Patrol/Controlled Party Dispersal Operations
- ✓ Impaired Driving Enforcement with a Focus on Youth
 - Sobriety/Traffic Safety Checkpoints
 - Saturation Patrols
- ✓ Stepped up Enforcement at Special Events/Fairs/Festivals/Concerts/Sporting Events
- ✓ Fake ID Enforcement
- ✓ Other Operations: Park sweeps, parking lot surveillance, mall sweeps, etc.







What Else Can We Do to Deter Underage Drinking?

Each of us can support enforcement of underage drinking laws. We can...

- Consistently enforce home rules on underage drinking
- Report suspected sales of alcohol to minors
- Monitor youth gatherings and report suspected violations [i.e. house parties, hotel/motel parties, outdoor parties, tailgating, limousine rentals, etc.]
- Monitor school events and report suspected alcohol violations to school officials and law enforcement (adult and youth)
- Use technology to monitor cyberspace usage and report underage alcohol parties to authorities: cell phones (text messaging), social networks (My Space, Facebook), blogs, and user-generated videos (YouTube, Viddler)
- Work with enforcement and the courts to hold adults accountable for their role in **providing alcohol to underage youth**





What Can We Do?

Awareness Building & Education:

1. Communities need to strategically use media advocacy to support policy and enforcement efforts.
2. Community members need to be creative in their prevention outreach efforts.
3. Community leaders need to partner with the community at large, including law enforcement, schools, health professionals, businesses, organizations, parents, youth, and others to effectively address the issues of underage drinking.



Where do we start?




Awareness Building and Education:

Be *creative* in spreading your message...

- ✓Media advocacy at every opportunity
- ✓Merchant education
- ✓Media campaigns
- ✓Counter-advertising
- ✓Prevention messaging
- ✓Media literacy
- ✓Prevention curriculum
- ✓Community meetings/presentations
- ✓Other (In person opportunities, doctors offices, insurance agencies, DMVs, etc.)

Remember: If you're not in the news, you don't exist.



What media venues do we use?

- ✓ Newsprint, radio and television
- ✓ Billboards, wrap around messaging on public transportation (city buses) or service vehicles (trash trucks); posters; door knockers; stickers—on alcohol products, pizza boxes; bumper stickers; t-shirts; screen savers; key chains; etc.
- ✓ Internet, School newsletters, church bulletins
- ✓ Flyers/inserts in utility bills, paychecks, report cards, insurance packages, etc.
- ✓ Others: placemats, hot dog wrappers (football games), restaurant place mats, tent cards (restaurants), placards (bathroom stalls), etc . . .



What other venues do we use?

- ✓ Community meetings (town hall meetings, community forums)
- ✓ Presentations to businesses and community groups
- ✓ Presentations in schools
- ✓ Other in person opportunities and collaborations




Don't forget to leverage youth leaders in your efforts! They are a powerful voice.



Summary: Use Comprehensive Community Interventions

- Involve multiple departments of city government and private citizens, including youth
- Use multiple program strategies
 - Community organizing and mobilization
 - Environmental policy change
 - Heightened enforcement of adult providers and youth violators
 - Media advocacy
 - Education


Establish a community norm that underage drinking is unsafe, unhealthy, and unacceptable




Remember:


Environmental (Not just educational!!!)

- Be realistic
- Specific to the problem
- “Sellable” to the public
- Provide opportunities for wide involvement
- Be strategic
- Help improve community norms



OJJDP's Enforcing Underage Drinking Laws (EUDL) Program





Underage Drinking Enforcement Training Center

How can the Center help?



The Center works with communities throughout the prevention process



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graph TD
    A[Identify Promising Strategies] --> B[Develop Curriculum]
    B --> C[Publish Supporting Documents]
    C --> D[Deliver Training]
    D --> E[Provide Technical Assistance]
    E --> F[Follow up]
  
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ABOUT UDETC



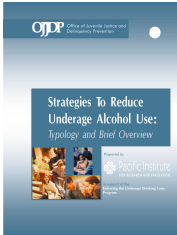
Services Provided by UDETC

- On-site Training
- Technical Assistance
- Monthly Audio-Conferences
- Publication of Documents
- Monthly Resource Alerts
- National Leadership Conference

- Toll-free Technical Assistance Hotline 1-877-335-1287
- Internet Website (www.udetc.org)
- Web-based Alcohol Enforcement Databases
- Success Stories
- Research Information



UDETC Publications



•See our document “Strategies to Reduce Underage Alcohol Use” for more information.


•Visit our website to download publications free of charge:
www.udetc.org

STRATEGIES



Never doubt that a small, committed group of people with a good idea can change the world. Indeed, it is the only thing that ever has.

- Margaret Meade



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